



IV Semester B.B.M. Examination, April/May 2015
(Semester Scheme)
(2013-14 and Onwards) (F + R)
BUSINESS MANAGEMENT
Paper – 4.3 : Marketing Management

Time : 3 Hours

Max. Marks : 100

Instruction : Answers should be written in English only.

SECTION – A

Answer **any eight** sub questions. **Each** sub question carries **two** marks. **(2×8=16)**

1. a) What is marketing mix ?
b) Give the meaning of packaging.
c) What is tele-marketing ?
d) What is mark-up pricing ?
e) State four benefits of branding.
f) Give the meaning of penetrate pricing.
g) What is De-marketing ?
h) What is macro environment ?
i) Define marketing research.
j) What is grading ?

SECTION – B

Answer **any three** questions. **Each** question carries **eight** marks. **(3×8=24)**

2. Briefly explain the features of rural marketing.
3. Discuss briefly the reasons for product failure.
4. "Marketing information is life blood of business". Discuss.
5. Analyse the benefits of advertising.



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SECTION – C

Answer question no. **10** and **any three** of the remaining questions. **Each** question carries **15** marks. **(4×15=60)**

6. Explain the controllable and uncontrollable factors of marketing environment.
 7. Discuss the importance of consumer behaviour.
 8. Explain the different methods of pricing by the firm.
 9. Explain the stages of product life cycle with a chart. Discuss marketing strategy for each stage.
 10. Explain the significance of branding and packaging.
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